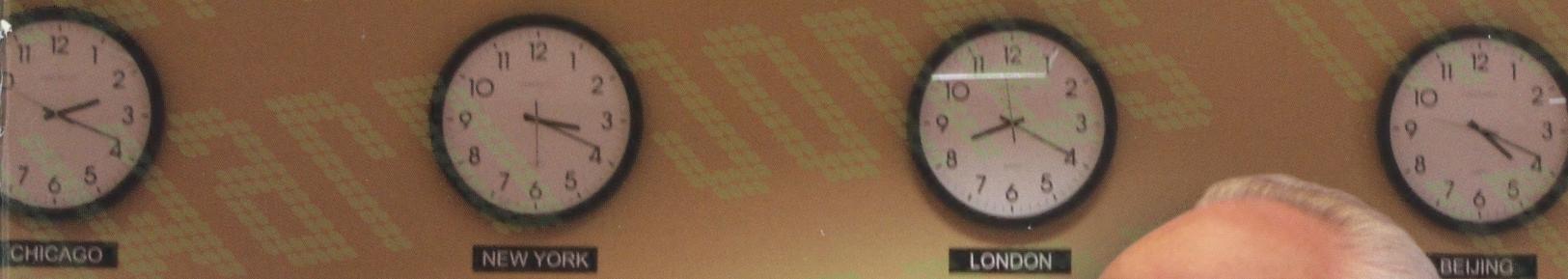


# Crossroads

Missouri Southern State University



*'Singularity of Purpose'*

A MAGAZINE FOR STUDENTS, FACULTY & ALUMNI • Fall 2006

# Table of Contents

## Features



3

### Financial Growth

*Joplin is one of the few educational Edward Jones Investment Centers available across the United States. Photos by Kristin Wilfing*



5

### Mansion Makeover

*Contributions made to the Foundation have funded the ongoing renovations being made to the Mansion. Photos by Kristin Wilfing*



7

### Students benefit from international partnerships

*Fifteen educational facilities sign agreements to partner with Missouri Southern State University. Photos courtesy of Institute of International Studies*



11

### ‘Singularity of Purpose’

*An alumnus from humble beginnings invests in the future of Missouri Southern. Photos by Melissa Karsten*



15

### A Passion for Education

*Biemdick's generosity contributes to the expansion of the student rec center. Photos by T.R. Hanrahan*

## Departments

### On the cover:

Robert Plaster started his education at Joplin Junior College five decades ago, and recently donated funds to enhance the Business Department.

Photos by Melissa Karsten and Kristin Wilfing, design by Melissa Karsten.

2

### President's Message

17

### Alumni News

Photos courtesy of Public Information

19

### Sports

Photos courtesy of Sports Information

22

### In Memory

23

### Annual Report

Photos courtesy of Public Information

## Crossroads

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**NOTE:** *Crossroads is written and designed by students/alumni and published four times a year. The views expressed do not represent those of the student body, faculty, staff or administration or Missouri Southern State University.*

# President's Message



## Missouri Southern State University

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Dear Students, Alumni, Faculty & Staff:

It is my pleasure to introduce you to Missouri Southern's new publication. *Crossroads* will keep you informed about how Missouri Southern continues to fulfill its vital mission: to educate students to their fullest potential so they become active and productive participants in the fast-changing global society of the 21st century.

Missouri Southern is proud of its tradition as a strong teaching-oriented institution. As we continue to develop new programs and initiatives for the benefit of our students, we hope that this publication will keep you connected to Missouri Southern State University by letting you know of what is going on at Southern.

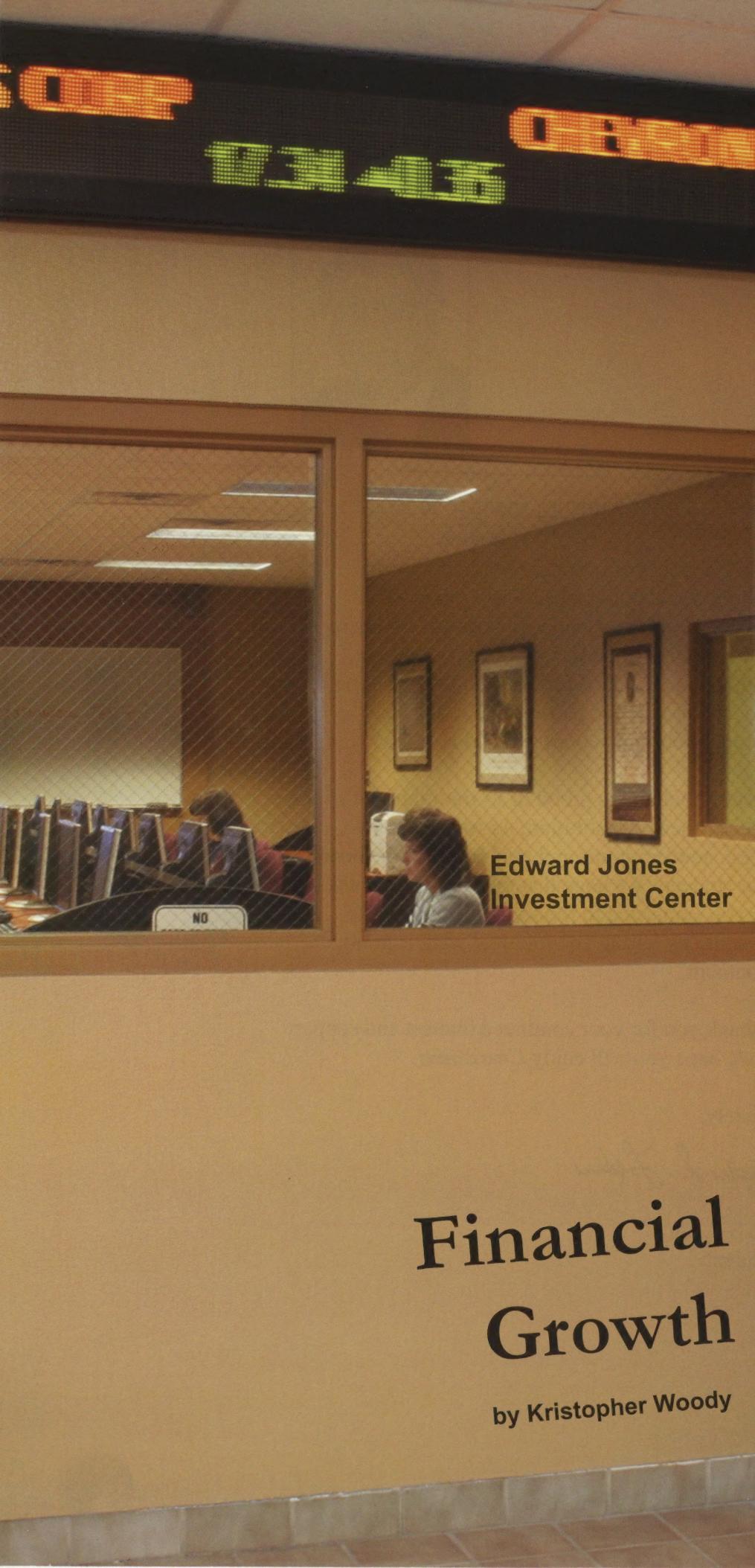
We thank you for your continued interest and support and we hope you will enjoy *Crossroads*.

Sincerely,

A handwritten signature in black ink that reads "Julio S. León".

Julio S. León

President



# Financial Growth

by Kristopher Woody



# Facility one of only 14 centers in America

**I**t's a huge thing for Missouri Southern to have an Edward Jones Investment Center in the Robert W. Plaster School of Business Administration. There are only 14 centers across America in other institutions like Penn State University and the University of Texas.

According to Brian Nichols, assistant professor of finance, everything about the center is meeting expectations.

"Definitely yes," he said. "It really has been a present for the students to have this type of center."

Since last February, when the center opened, Nichols said "everything has run smoothly like they hoped it would."

The center gives business students the opportunity to use real-world software that is used in most major financial institutions across country. The software makes searching for investment information on companies much easier. Having the Center on campus also gives students access to information on companies that otherwise might cost money if looked for elsewhere. The Center has opened doors for Southern with other nationwide investment firms.

Morgan Stanley and other groups such as the Leadership Missouri group have toured the center since its opening. The ability to train students in a real-time atmosphere with the applications that they will use in the marketplace after graduation will

give the school national recognition.

One thing students get from having an investment center like this on campus is the Portfolio Management class. This is a class where the students are given \$300,000 to invest in companies and stocks. These funds are made possible by grants to the University.

This is the type of real-world experience the investment center has brought to Southern. The profits stay with the school of business administration and grow over time. Some of the profits might be used to send students on financial trips to Chicago and to New York. It has also opened the doors to the school being invited to financial conferences that otherwise would not have been considered in the past.

The cost of running the Center is below what it cost at other institutions. There is a \$10,000 per year license to have a Bloomberg machine in the Center. The Bloomberg machine covers all financial data in the country. It is industry standard in financial institutions across the country. The only one in Southwest Missouri is located here on campus, which gives the school an even higher amount of recognition from the community.

The community has played a big

role in the Center as well. The 50 local Edward Jones people that donated money for the Center's construction were on hand for the ribbon cutting. There are also plans for tours and public seminars to bring in the community to be involved with the Center.

There are also commercials showcasing the Center. The Edward Jones Company has 950 offices in the United States, including 12 in Joplin. There are also more than 400 in Canada and 150 in the United Kingdom, making it a huge opportunity for Southern's business department.

The center has brought many good things to Southern in the short time that it has been open. Last spring, Edward Jones held interviews on campus for graduating seniors. The center has opened doors for business students.

"Anything to differentiate students from other schools will increase their status," Nichols said.

As of now, the center is still new and not much information is available on how it has helped students get jobs after graduation or how it has affected their careers. It is certain having on campus one of only 14 centers in America will bring great things not only for the school of business, but also for the University itself.

... the students are given  
\$300,000 to invest in  
companies and stocks.



# Mansion Makeover

By Kathleen Cunningham  
and Lee Elliff-Pound, '86

**T**he Mission Hills Mansion restoration project is well underway on Missouri Southern's campus. The Mansion, with its rich history, will serve as the permanent home of the Missouri Southern Alumni Association.

"The Mansion was built in the 1920s by Lucious 'Buck' Buchanan, who was a wealthy miner," said Charles Nodler, archivist at Southern's Spiva Library. "When Buchanan passed away, the Mansion was purchased by F.C. Wallower. He, too, was a miner and later owned several properties including the Keystone Hotel and the Keystone Laundry."

In the 1960s the Wallower family sold the Mansion and its cattle farm land. It would soon become the new home of Missouri Southern. Formerly located at 4<sup>th</sup> Street and Byers Avenue, the community college known as Joplin Junior College moved to its new location and is now known as Missouri Southern State University.

Currently in the outside construction phase, the Mansion roof tiles have been removed, cleaned and prepared to be replaced. All of the original windows have been replaced with double-pane, energy-efficient replicas. The stucco has been removed and once the new layer of stucco has been installed, the original roof tiles will be replaced.

For the inside phase of the restoration, the archway doors will be reopened to their original state. Fluorescent lights will be removed and replaced with the original wall lights. The kitchen will become a service kitchen, with meals being catered from the campus food services department.

Lee Elliff Pound, '86, alumni director, is busy working with alumni to raise funds to complete the Mansion restoration project.

"Bricks are currently available for purchase at the amount of \$100, and are a great way to leave



The first phase of construction includes replacing old windows with new high efficiency Pella windows. Chet McCann of Pinnacle Construction works on the project.

your legacy at Missouri Southern," Pound said.

The bricks are available in two sizes. The 4" x 8" bricks can be engraved with an inscription of up to three lines of 15 characters. An 8" x 8" brick can accommodate six lines of 15 characters. For \$1,000, a weather-resistant bronze plaque will be placed in the courtyard.

The University's staff has also published a cookbook, *Favorite Recipes*, to help raise funds for the restoration process of the dining room. The cookbook is on sale for \$10 and can be purchased through the Alumni Association.

Restoration is made possible by Mary Helen Harutun, the lead donor. Ralph Gray, '75, provided underwriting for several rooms, to be named after the following individuals: Dr. Jimmy Couch, English department; Mr. Bernie Johnson, business department; Mr. Kenneth Gray, Ralph Gray's father; and four best friends, Harold Carter, '70; Ron Richard, '69; Tom Agan, '71;



A new layer of stucco will be applied to the exterior of Mission Hills Mansion.

and Randy Rogers, '72.

Other rooms that have been underwritten are the upstairs offices: Carl Finke, by Mike Williams, '72; Bob Miller by sons, Dr. Sam Miller, '87 and Scott Miller; and the Alumni Room, underwritten by current and former Alumni Board members.

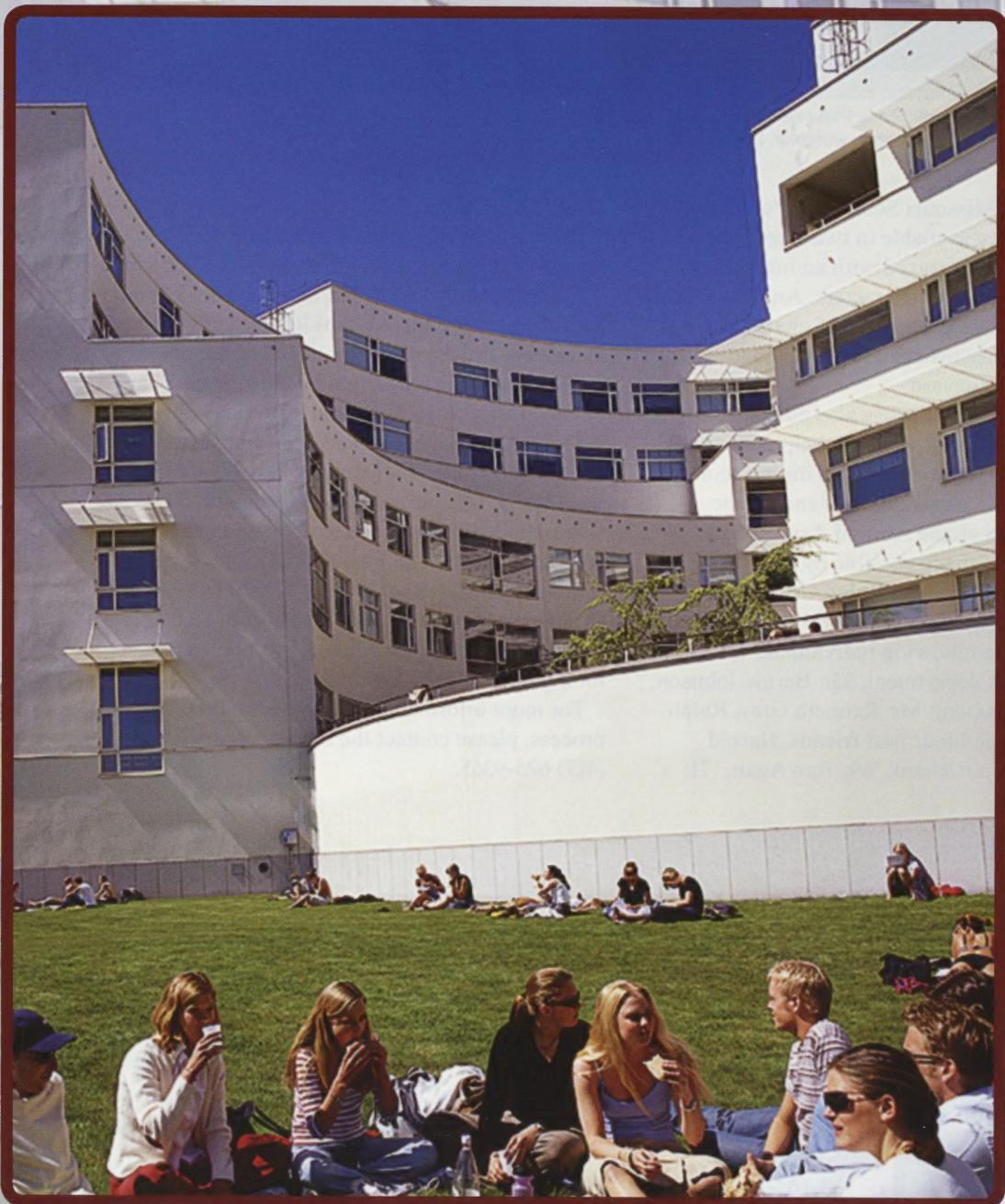
The Patio is underwritten by the current Board of Governors: Rod Anderson, '76; David Ansley, '68, '70; Dr. Douglas Brooks, '66; Elizabeth Deffenbaugh; Dwight Douglas; David Jones, '63; Dr. Charles McGinty; and Jane Wyman, '72.

Alumni and friends can assist with donations at various levels. The Presidential Gold Society is available at a donation level of \$5,000 to \$9,999, Presidential Green Society for a gift of \$1,000 to \$4,999 and the Young Alumni President's Society for a gift of \$500 to \$999.

For more information on the restoration process, please contact the Alumni Association at (417) 625-9355.



JIBS



# Students benefit from international partnerships

Missouri Southern State University students can take advantage of 15 exchange agreements the University has signed with partner institutions from around the world. Under most of the agreements, the student pays tuition, room and board to Missouri Southern and spends a semester or year at the partner institution without additional costs. A grant from the Institute of International Studies covers the student's airfare and insurance.

The most popular exchanges are with the Universidad de las Américas (UDLA) in Chile and the Université d'Orléans in France. Missouri Southern and UDLA signed an agreement of cooperation in 1999 and have exchanged nearly 60 students the past five years. Located in Santiago, Chile, UDLA has enrollment of 24,000 on four campuses. The private university was founded in 1981 and is owned by Laureate Education, Inc. Missouri Southern students who have spent a semester in Santiago have benefited greatly from the academic, language and cultural challenges of studying at a Spanish-speaking university.

Located an hour south of Paris in the beautiful Loire Valley, the Université d'Orléans is celebrating its 700th anniversary this year. Closed during the French Revolution, the university reopened in 1961 with a U.S.-style wooded campus on the outskirts of the city. Exchange students are given a placement test to determine their level of French fluency, and then placed in appropriate language and culture classes. Advanced students may take regular courses in the university's three colleges: Law and Business, Liberal Arts, and Science. The Université d'Orléans (15,000 enrollment) is an easy tram ride from the city of Orléans (population 115,000), which Joan of Arc liberated from the English during the Hundred Years War.

Missouri Southern's other partner university in France is the Université de Savoie, situated amidst the magnificent scenery of the Alps. The university has 12,000 students spread among its three campuses at Chambéry, Annecy, and le Bourget du Lac. Chambéry, the historic capital of the Savoie region, is three hours from Paris by TGV (high-speed train) and close to some of the best-known ski resorts in France. The exchange program is geared for Missouri Southern business majors who wish to study commerce, tourism, international management, economics and finance, and communication/hypermedia. An intensive French program begins on Sept. 1 every year, prior to the start of the fall semester.

Missouri Southern also has a strong presence in Germany, with exchange partners in Ansbach and Bremen. The Ansbach University of Applied Sciences, or Fachhochschule Ansbach, is located in a city of 40,000 inhabitants about an hour from Munich. Founded in 1996, the university of 1,100 students specializes in business administration, industrial engineering and management, infomatics for engineers, communication, and multi-media. There are many medium-sized companies in the area that can provide internships and practice-based training for students.

The Hochschule Bremen University of Applied Sciences offers more than 30 classes taught in English, including Human Resource Management, Business Ethics, Global Business Strategies, International Finance, International Tourism Management, Management Theories, Strategic Marketing, Intercultural Management, Introduction to Politics, Politics and Policy-Making in the European Union, and The Political Systems of the World. The university, with more than 8,500 students from nearly 100 countries, also offers German language courses for international

Ansbach



Finland



Savoie



Bremen

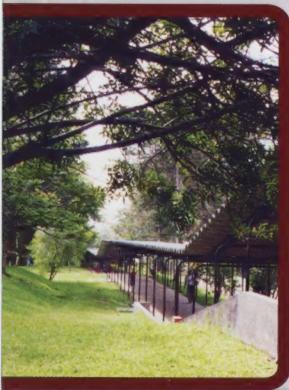




CUC



Gakushuin



ITCR



Kansai Gaidai

students. The 1,200-year-old city of Bremen (population 660,000) is considered a gateway to the world with its harbor, ships, and international commerce.

Sweden is another country where Missouri Southern has two exchange partners. Since its inception in 1994, Jönköping International Business School (JIBS) has quickly gained a reputation as one of the strongest schools in Scandinavia for entrepreneurship and research on small and medium-sized enterprises. JIBS (enrollment 2,000) also has top-notch programs in trade, infrastructure, regional development, and tax law. Courses are available in the following subject areas: accounting and finance, entrepreneurship, marketing and management, economic geography, economics, informatics, languages, law, political science, and statistics. All courses are conducted in English. Jönköping has 120,000 inhabitants and is the 10th-largest city in Sweden, beautifully situated on the south shore of Lake Vättern.

The Mullsjö Folkhögskola, established in 1950, is similar to an American community college. The Swedish school has an enrollment of 185 students and 20 full-time faculty. Most of the Folkhögskola's students come from the surrounding area, and 70 percent are female. Three main courses of study are available: general studies, with 80 students; recreation leadership, with 40 students; and art, with 65 students. Missouri Southern art students can select from ceramics, textiles, photography, drawing, and painting. Other available courses include economics, computer science, international studies, German, and Spanish.

The exchange agreement with Yugra State University was signed on the Missouri Southern campus in February and on the Russian campus in August. Founded in 2001 by the federation government in the rich oil/gas region of western Siberia, Yugra State has already gained a standing as one of the country's top 100 universities. Yugra State has eight departments (humanities; engineering; information science and applied mathematics; natural resources management; arts; physical education, sports, and tourism; law; and distance learning) and two institutes (language, history, and culture of indigenous people; and economics and finance). YuSU, with an enrollment of nearly 5,000, offers degrees in 22 fields. It is located in the progressive city of

Khanty-Mansiysk, which boasts an impressive number of new hotels, museums, arts centers, and sports facilities. The population of Khanty-Mansiysk is expected to double within the next 10 years, from 50,000 to 100,000.

The Sport Institute of Finland, the official training center of the Finnish Olympic Committee, has had a long relationship with Missouri Southern due to the efforts of Tom Rutledge, men's track and cross country coach. Athletes in ice hockey, figure skating, swimming, basketball, volleyball, wrestling, weight lifting, shooting, and track and field hone their skills at the 80-year-old complex, located in Vierumäki. The Sport Institute also enrolls 300 students, including 120 at the college and university level. Courses taught in English include organizing and marketing outdoor sports, exercise physiology and coaching, and Finnish winter sports (ice hockey, skiing, and skating). Vierumäki is an hour's drive from Helsinki and is surrounded by thousands of acres of unspoiled wilderness.

Missouri Southern has three exchange partners in Japan, resulting from a visit University President Julio León took to the Land of the Rising Sun in 2000. Kansai Gaidai University offers an Asian Studies Program that features a wide variety of courses taught in English by experienced scholars. The aim of the program is to provide international students with a means of exploring Japan and Asian Studies while they reside in Japan. Previous Japanese language training is not an absolute requirement, but some background in the Japanese language is recommended. Kansai Gaidai is located in the city of Hirakata, midway between Osaka, Japan's second largest industrial metropolis, and Kyoto and Nara, the ancient capitals of Japan.

Ryukoku University, with a tradition of more



Shandong

than 360 years, offers the Japanese Culture and Language Program (JCLP) for students whose level of Japanese is elementary or above. Japanese language classes are divided into five levels; students are assigned to the most suitable level after a placement test. Students can take various elective subjects, such as Japanese culture and society, and learn about Kyoto's traditional culture and entertainment through activities outside the classroom. The Japanese and Asian Studies (JAS) Program at Ryukoku University offers students with little or no Japanese background a unique opportunity to study Japanese and Asian culture, including Buddhism and other Asian religions, Japanese literature, theater, society, economics, and politics.

Gakushuin Women's College has a Department of Japanese Studies and a Department of Intercultural Communications, which together make up the Faculty of Intercultural Studies. The college (1,400 enrollment) provides students with the ability to discuss the culture of Japan knowledgeably, as well as with a good understanding of the world beyond Japan and the ability to express their opinions persuasively. The primary language of instruction is Japanese, but there are six levels of Japanese language classes to accommodate students at all stages of ability. The college is located in central Tokyo, easily accessible by public transportation. The campus forms a green oasis amid the noise and bustle of the city and provides a safe academic environment for students.

Missouri Southern has two options for students wanting to spend a semester or a year in China. Shandong Foreign Trade Vocational College, the equivalent of an American community college, has an enrollment of 7,200 on two campuses — one in downtown Qingdao and the other

on the outskirts of the city. It offers majors in International Business, E-Business, Business English, Business Japanese, Business Korean, Foreign Business Related Accounting, Foreign Trade Transportation, Computer Application, Computerized Accounting, Logistics, Marketing, Foreign Related Tourism, Tourism English, Software Technology, and Computer Information Management. There are opportunities for MSSU students to teach intensive English classes to Shandong Foreign Trade Vocational College students, in exchange for room and a monthly salary. The school is located in the beautiful seaside city of Qingdao, on the southern coast of the Shandong Peninsula bordering the Yellow Sea and the Jiaozhou Bay.

The Communication University of China (CUC), an affiliate of the State Ministry of Education, is one of the national-level major universities in China. Founded in 1954, the CUC consists of 18 colleges and schools: College of Journalism and Communications, Television College, International Communications College, Advertising College, College of Film and Television Literatures, College of Recording Technology and Art, College for Cartoon-Making, College for Televised Broadcasting and Presentation, Information Engineering (IE) College, School of Science, College of Computer and Software Technologies, Media Management College, School of Literature, School of Social Sciences, College for Continuing Education, College for Adult Education, College of Network Communications, and Technical College for Higher Professional Training. These colleges and schools include 37 departments and 71 majors. The CUC currently has an enrollment of 25,400.

Expanding on its highly successful summer General Biology program in Costa Rica, Missouri Southern also provides students with the opportunity to spend a semester at the Instituto Tecnológico de Costa Rica, also known as the ITCR or TEC. ITCR is a public educational institute located 15 miles east of San José, the capital of the country. Created in 1971, ITCR offers both undergraduate and graduate studies in a wide range of fields, including engineering (construction, industrial production, electronics, industrial maintenance), computer science and business management. The exchange program, however, is geared for Missouri Southern environmental health students.

Courtesy of Institute of International Studies

Mullsjö



Orléans



Ryukoku



Yugra



UDLA



# 'Singularity of Purpose'

*A*t 19, Robert W. Plaster knew where he was going; even if he didn't have a car.

"We walked everywhere," he said. "So, I rode to school with a guy that was carpooling and paid him \$3 a week to get me to school."

The school was Joplin Junior College and Plaster was studying accounting; but he was learning much more. He was learning what would make him successful and would set him apart. He was learning his "singularity of purpose."

"I was walking across the (Neosho) square," he said. "I don't know why I remember this so distinctly, but I do. Some of the kids from school, my classmates, drove by in their dads' new Buicks, or Chevrolets, Fords or whatever else they had. They've got some money, or their dads' did. They are getting money from somewhere. It's out there."

"So, I wanted to get some money. Pretty early on, I established my objective and over the years my overriding theme has been net-worth enhancement."

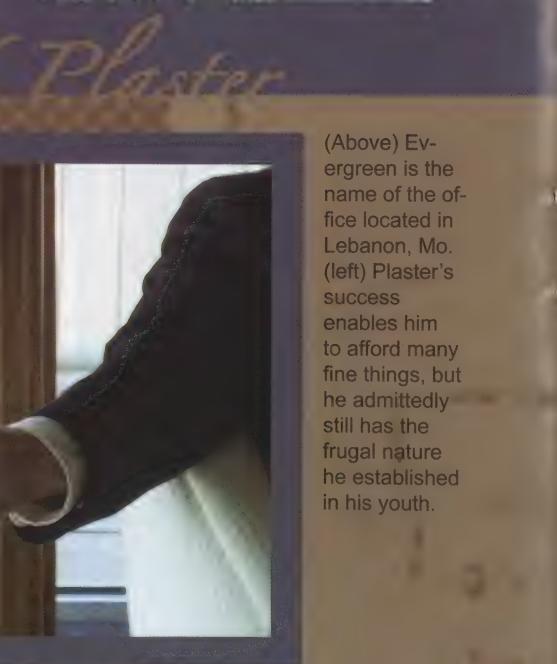
That experience propelled the car-less 19-year-old to the pinnacle of business and led to the largest donation ever to the

Missouri Southern Foundation. On June 15, the University Board of Governors approved a resolution to recognize Plaster, a Lebanon, Mo., businessman and civic leader. Plaster, an accounting student at Joplin Junior College in the 1950s, made a substantial seven-figure gift to the Foundation.

The gift will be used for the construction of the planned Student Recreation Center and for support of the school of business.

In recognition of Plaster's contribution to the Foundation, the Board approved changing the name of Matthews Hall to "Robert W. Plaster Free Enterprise Center." In addition, the school of business, housed in the building, will be named "The Robert W. Plaster School of Business Administration."

University president, Dr. Julio León, praised Plaster's commitment to Southern.



Plaster sometimes works out of a satellite office in Lebanon, Mo.

(Above) Evergreen is the name of the office located in Lebanon, Mo. (left) Plaster's success enables him to afford many fine things, but he admittedly still has the frugal nature he established in his youth.

## by T.R. Hanrahan

"It's very gratifying to see former students become so successful in the business world," León said. "He is one the finest examples of what the free enterprise system can do. Plaster's generous gift to his Alma Mater will enable us to continue our tradition of providing high quality education for our students."

Plaster has been a significant benefactor to higher education in Southwest Missouri for some time. He has contributed to Southwest Baptist University, School of the Ozarks, Crowder College, Missouri State University and Missouri Southern.

He has a personal reason for his philanthropy.

"I guess it would have been nice when I was going to high school to have had enough money to go on and get a college degree," he said. "I struggled through three semesters and saved up enough money to start back again and I got married.

"Of course, that kind of changes everything."

While Plaster regrets nothing he has done in pursuit of his goal, he realizes life is a series of trade-offs.

"You pay a price for the singularity of

purpose," he said. "I did not spend nearly as much time with my children when they were growing up as I would have liked. But everything I have accumulated is for their benefit."

Plaster believes success has a price, and every individual must decide how much he or she is willing to pay.

"Nothing comes easy," he said. "There are 24 hours in your day and you have to decide how you are going to spend it.

"The singularity of purpose gets you toward being a success at whatever you choose to be a success at, but you give up something."

While Plaster may know a bit about giving up things, he also has become quite adept at giving back. His contributions to higher education in the area are, it seems, a way of leveling the playing field for the young people of southwest Missouri.

"There is a lot of money back east and the kids back there have the benefit of that money that goes to the eastern establishment colleges," he said. "Back here, it is a little tougher for schools to do things like that to get people to give money for them."

"I like to see you really work with

the local kids. The kids in this area are not impoverished, not as impoverished as they used to be, but it's still not a wealthy area.

"The eastern establishment colleges are more advanced than our education is in this part of the country. But not as much as it used to be. You have narrowed the gap with what you are doing at your school—at Missouri Southern."

One advantage Plaster sees in area colleges is their accessibility.

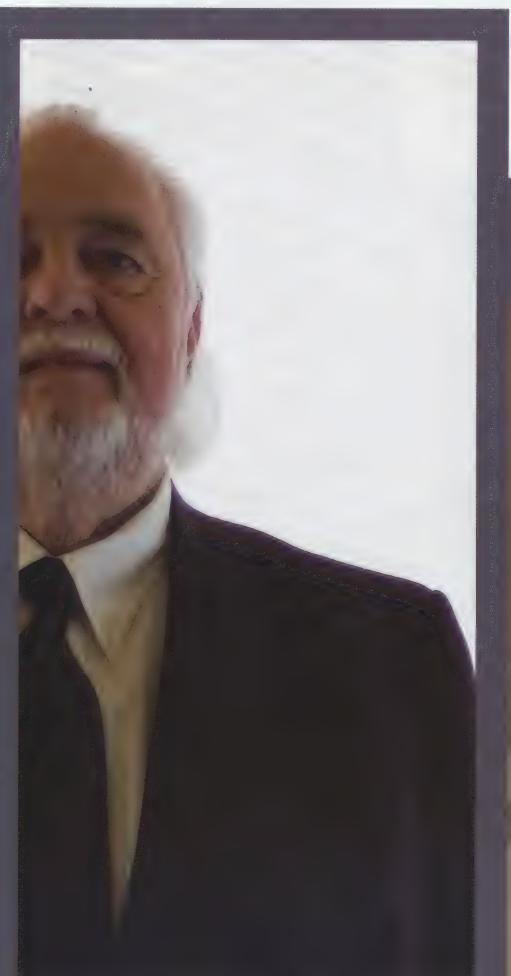
"Another thing I like about Missouri State and Missouri Southern particularly, is that they are still relatively inexpensive to attend," he said. "It costs money now, but they are relatively inexpensive."

In addition to a value, Plaster recognizes potential. Two examples of this are his involvement in Students In Free Enterprise and his assessment of today's college students.

When a small Texas organization called Students In Free Enterprise (SIFE) was



(Right) In his office, Plaster has a significant collection of eagles, given to him by friends and family. (Left) Plaster rarely grants interviews.





sputtering along, Plaster and Wal-Mart executive Jack Shewmaker stepped in with funding. SIFE is now an international student organization.

"The first year, we had six colleges," Plaster said. "Now, we have 2,000 in 46 countries.

"You talk about inspiration. You see the best of the best at SIFE programs. If I had been as smart as some of these kids back when I was their age, I might have made some money."

Since Plaster established his "singularity of purpose" in his teens, it is not surprising that he believes students should establish a focus early on.

"A young person today needs to, as soon as he can, establish what his objective is," he said. "I had mine in mind walking home from work that night.

"Some of the kids have asked me what they can do to further their value in this life. First, establish your objective."

That identification is only the first step, however. Plaster maintains nothing is achieved without the ultimate four-letter word. His son, Steve Plaster, agrees.

"What you need to do is find something that you enjoy doing and then do lots of it," Steve Plaster said. "Do it night and day. Do it seven days a week.

"And whatever it is—if it's digging post holes you can be a multimillionaire digging post holes if you dig enough of

them—do it well; be the best."

To Robert W. Plaster, the best tool a businessperson has is his or her relationships. Two tools he has employed to forge those relationships are his 10,000-acre ranch, which doubles as a wildlife refuge, and his world-class collection of antique cars. The cars are housed on the ranch, and Plaster uses both for both pleasure and profit.

"We use (the ranch) for entertaining executives from all over America," he said. "We do a lot of it during deer season and turkey season. We bring in about 50 people. The president of Wal-Mart has been here, the president of radio Shack has been here. We could go on and on.

"We build relationships then accrue to dealing with things that we work on during the course of the year."

Steve Plaster works closely with his father and agrees the ranch and the car collection serve dual purposes.

"He's been awfully successful over the years at turning all the fun things that we might do into money-making opportunities," Steve Plaster said. "For instance, the antique cars. Dad and I like to hunt and fish, so we developed the ranch into the premiere hunting and fishing location this part of the world.

"We will bring 60 hunters every spring and every fall and the list of our hunters reads like a who's who."



Plaster is surrounded by wildlife artwork in his office which includes eagles, ducks, pheasant, deer and a large owl.

Robert W. Plaster was able to detail an example.

"When we do that," he said, "we always spend some time with them over at the car collection and that opens a new avenue because one of them will call and say, 'Can I come back and bring a friend and show him?'"

"Charlie O'Reilly (for example). I had him up to hunt. I wanted to get better acquainted with him. He called me a few days later and said, 'I have five friends in Springfield who would love to come and see those cars, and I would love to come back and see them.' I said come and see them and have lunch with me.

"We've got a company in Clinton (Mo.) that manufactures automotive products. It was a month or two and he called back and said, 'Why don't you start marketing some of your products in our stores?'"

Once those relationships are established, Plaster maintains them through a mix of high expectations and devotion to his employees and associates.

"I'm fiercely loyal to the people that I work with and that work for me," he said. "My mother used to hammer into my head a pet phrase. 'The nastiest, most objectionable four-letter word in the English language is can't.'

"I hammer at our people, don't ever come into my office and tell me you can't do something. I'm not going to ask you to

do something that you shouldn't be able to do and expect you to be able to do it. If you need help doing it, I'll help you do it. But don't tell me you can't do it. I won't accept that."

It is likely that Plaster got those high expectations for himself and for others here in Joplin during his JCC days. One of his favorite instructors was Dorothy Stone, and one of her classes required a project that would test the young Plaster.

"I had the mumps at the end of the third semester and I was flat on my back for two weeks," he said. "Of course, in accounting, at the end of the semester you have to do a full set of books.

"I did it all with a lead pencil. And, of course, they didn't have calculators. I did all the work the hard way and turned in the only perfect paper I think she ever had."

Plaster is the driving force behind Branson Landing and other Ozarks development projects.

"We're going to build a 20-story high-rise condo down there," he said. "We've got a Hilton hotel we're just finishing down there. We just opened a subdivision on the north end of town that is going to have 2,000 homes in it and is moving along.

"We have another major enterprise on the drawing board that hasn't been announced yet."

Plaster considers Southern his alma mater and while college students everywhere have his attention, his recent contributions to the University occupy a special place.

"If some of the kids there read (this interview), maybe it can give them some idea about how to be successful at whatever they decide to do," he said. "And if it has that purpose then it will have been worthwhile.

"That's what gave me my start. That's the education that started it. That's home."

While Plaster's philanthropy toward higher education has been significant to date, he indicates that he might just be warming up.

"We established the foundation to be used for these purposes," he said. "That is where the money came from. It is funded well enough right now that we can do a lot of things, and we are doing several more things that we are looking at, at the moment. The most recent, of course, is the one we are doing down there at Missouri Southern.

"But upon my death, that gets funded really good and then it's invested and over the next 100 years we are going to do free enterprise centers or schools of business or other things.

"We will do a hundred more, maybe more than that. We have plans. We are going to help a lot more people over the years. Long after I am gone."

*"You pay a price for the singularity of purpose."*  
- Robert W. Plaster

Hunting is one of the pastimes Plaster enjoys sharing with his business contacts.





# A Passion for Education

By T.R. Hanrahan

In his 93 years, George S. Beimdiek has seen to it that young people in southwest Missouri get the college education that helped him become a success. Now, his generosity will help all Missouri Southern students.

In June, the Missouri Southern Foundation announced a \$1 million gift from Beimdiek and his wife, Amelia. The Beimdieks' gift will support the construction of a new student recreation center at Southern, said Curt Betebenner, Foundation Director. In recognition, the University's Board of Governors will be asked to name the facility in honor of the Beimdieks.

"As long as we have people like George, we will have education for

young people," Amelia Beimdiek said. "Because he has contributed a lot to southwest Missouri as far as education is concerned."

Longtime Carthage residents, the Beimdieks have deep ties to Missouri Southern and have supported the University and its students for many years, said Dr. Julio León, University president.

"We are very grateful for their continued support and confidence in the University," León said, "and generations of University students will benefit because of this generosity."

But support for Southern and education is not limited to George and Amelia. George Beimdiek's daughter

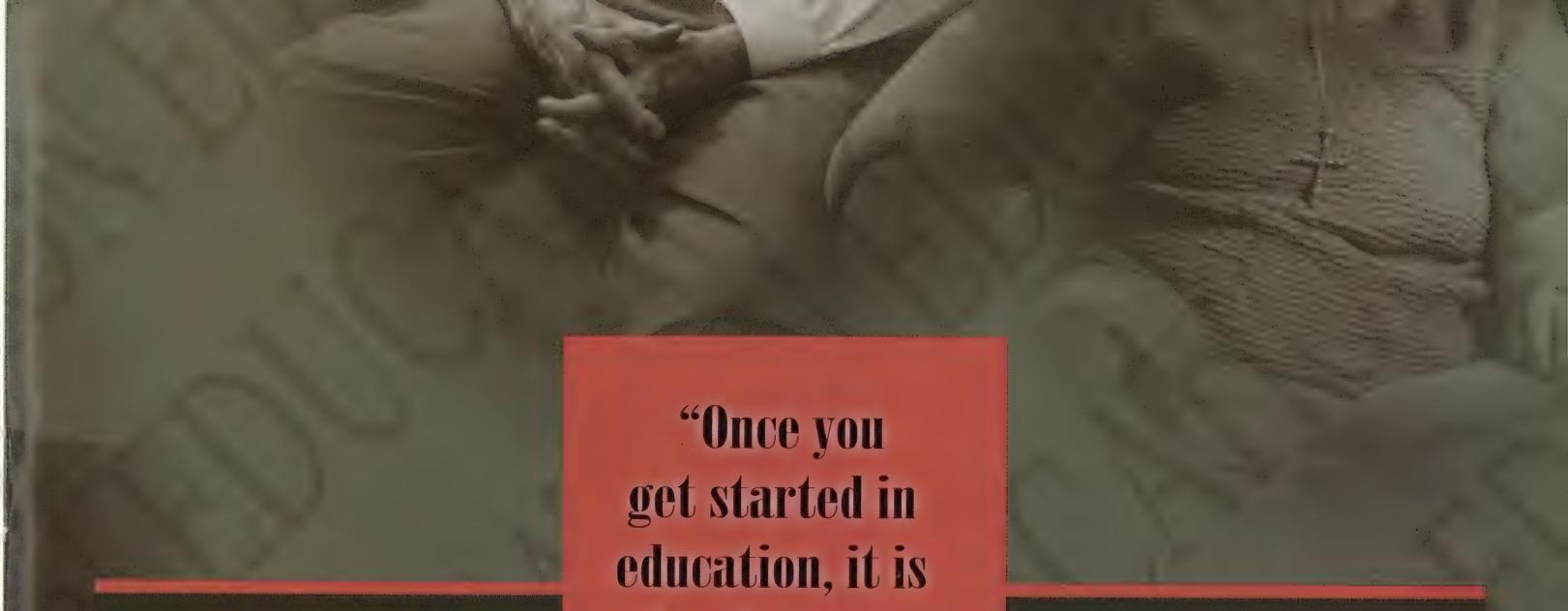
and son-in-law, Carolyn and John (Pat) Phelps of Carthage, served as members of the Board of Regents (now Board of Governors) for the University. Both served as Presidents of the Board. Carolyn also is a member of the Board of Directors of the Missouri Southern Foundation.

Both are also strong supporters of not only the University, but education in general. Carolyn and Pat also have served on the Carthage school board.

"Once you get started in education, it is hard to stop," Carolyn Phelps said. "It is a real passion."

It is a passion she says her father obviously shares.

"First of all, he's always wanted to



## “Once you get started in education, it is hard to stop.”

~ Carolyn Phelps

see that people are educated who might not have had the opportunity if they did not have the financial support,” she said.

Amelia was able to elaborate.

“His interest is in educating young people at three or four schools in the state,” she said. “George has shown a great deal of interest by giving a great deal of money to various schools.”

“Of course, I was interested in Crowder College in Neosho,” George Beimdiek said. “And also College of the Ozarks. And at the University of Missouri, too.”

Beimdiek graduated from MU in 1935 and began his journey to success.

“After I graduated, I worked in St. Louis for a brokerage firm there for, I guess, a couple of years before I came back to Carthage,” he said. “Then I was in the automobile finance business. The reason I was there is I was writing the insurance on all these cars. Then it worked out that I established a company called First State Finance Co.

“Living in St. Louis and traveling around the state just wasn’t for me, and that is when I decided to come back to Carthage.”

In 1936, Beimdiek established the Beimdiek Insurance Agency, now run by his son, Steve. Despite the challenges of running a business that would grow into a local institution, Beimdiek served in the military during World War II.

“I took advanced ROTC at MU and got my commission as a second lieutenant,” he said. “I was actually

called to active duty six months before the beginning of the war in Europe. I decided we weren’t at war, so I resigned my commission.

“Then, of course, the war in Europe started and I thought that might have been a mistake. So, I wrote them and told them I would like to get my commission back. I was at that time a captain. They said we’ll give you your commission, but you will be a second lieutenant, instead. It was only a few months and I was promoted to a second lieutenant and captain.”

After his active duty ended, Beimdiek stayed in uniform, however.

“I stayed in the reserves a total of 30 years,” he said. “In the reserves, I had to go to camp or active duty for 2 weeks. I did that duty with two or three different units. But then I either learned or in some way found I could do my active duty at the Pentagon.”

George was married to his first wife, Geraldine, for 57 years and married Amelia in 1993. Right away, the couple indulged both their adventurous nature and their passion for education. The couple honeymooned in the Antarctic and George presented his bride with a wedding gift that made College of the Ozarks quite grateful.

“When George and I got married, he told me to choose the school of my choice and he would make a contribution as a wedding present to

me,” Amelia said.

Beimdiek’s gift to the college for Amelia was \$100,000.

And since that Antarctic honeymoon, the couple has seen the rest of the world, too.

“We have been to every continent,” Amelia said. “I guess one of my favorites was up the coast of Norway to the Arctic Circle. We’ve been to Australia and to New Zealand. We cruised up the Amazon and cruised the Nile from Luxor to Cairo.”

Mr. Beimdiek has served on various boards and commissions, as well as being active in numerous civic organizations. Additionally, he has provided college educations for area students through the George and Amelia Beimdiek Scholarship Fund at Crowder College and through scholarships at Southern and College of the Ozarks.

“Let me give you a concrete example,” Amelia said. “One young girl, the daughter of my beauty operator, was a smart girl in high school and had no money. George paid for her entire education.

“And she kept in touch with George. But that is one, just one, that he followed all the way through from the time she started college. She is one grateful girl. This is the kind of thing that George has done — helping students get an education who could not otherwise afford one.”

George Beimdiek’s grandson, Bill Phelps, is a 1996 graduate of Missouri Southern.



## Class Notes

As of October 1, 2006

### 1970's

**Michael Gilpin, Class of 1973**, is Vice President of Marketing for Blessing Corporate Services (BCS), the parent company of Blessing Hospital, Illini Community Hospital, Denman Services, The Blessing Foundation and Blessing Affiliates.

**Cynthia Curry, Class of 1975**, was elected to the Carthage City Council in April 2006.

### 1980's

**Dee Lynn Davey, Class of 1980**, retired in April 2006 from Empire District Electric Company as the Senior Rate Development Specialist.

**Perry Davis, Class of 1980**, has been promoted to vice president/president of the bedding group. He will assume responsibility for Leggett's North American and South American spring operations, the adjustable-bed division and the wood products division. Previously, Davis was president of U.S. bedding components.

**Kevin B. Jones, Class of 1983**, is the Regional Manager for a terminal for Ruon Trucking in Topeka, Kan.

**Karen Sechrist, Class of 1984**, was honored as the very first Great Expectations instructor in the state of Missouri. She was recognized during a school assembly at Eastmorland Elementary School in Joplin.

**Rosa Nell Arnold, Class of 1985**, retired from St. John's Regional Medical Center in Joplin, Mo. after 22 years of service.

**Lee Elliff Pound, Class of 1986**, was re-elected for a three-year term to the Carthage R-9 School Board in April 2006. She was also named Outstanding Communications Teacher of the Year for 2006 by the graduating senior class.

**Lt. Col. Tony Moffatt, Class of 1988**, is now doing research located at the Army Research Lab at Langley Air Force Base in Hampton, Va.

**Sandi Rhodes, Class of 1984**, is now a substitute teacher and admissions clerk for Preferred Family Health in Kansas City, Mo.

**Pamela Shute, Class of 1989**, is Chief Clinical Officer with Sioux Val-

ley Hospital USD Medical Center in Sioux Falls, S.D.

### 1990's

**Mark Baumgartner, Class of 1995**, is employed as the Multimedia Services Supervisor for MoDOT in Jefferson City, Mo.

**Nate Camp, Class of 1999**, is General Manager of two properties of the Super 8 and Best Western in Bentonville, Ark.

**David Cole, Class of 1991**, was appointed to the Coordinating Board for Higher Education by Governor Matt Blunt on July 25, 2006. Cole, who is a law partner at Ellis, Cupps and Cole in Cassville, previously served as prosecuting attorney for Barry County. He is an active member of the Cassville Area Chamber of Commerce and a past president of the Chamber.

**Cami L. Davey, Class of 1994**, is working as Asst. Dean of Students at Montgomery College in Texas while attending Texas A&M working on her Doctorate.

**Susan Frisbie, Class of 1998**, is now Development and Marketing Director for the Wisconsin Coordinating Council on Nicaragua. After Frisbie earned her BA in Mass Communications at Southern, she earned her MA in International Studies, focusing on human rights, democratization and development. Her thesis critiqued democracy promotion efforts of the U.S. government in Nicaragua.

**Bryan Lawler, Class of 1997**, was a finalist in the 2005 Kansas Film Festival finals. His short film, "Actions of Love," was an educational and inspiring documentary that looks at five actions that express God's love; worship, discipleship, fellowship, ministry and evangelism.

**Robin McAlester, Class of 1998**, is the director of development for Wildcat Glades Conservation & Audubon Center in Joplin.

**Craig Vonder Haar, Class of 1995**, is a sports reporter for The Missourian in Washington, Mo., has received a the 2005 Missouri Sportswriter of the Year award from The National Sportscasters and Sportswriters Association.

### 2000's

**Lyndsey (Kenealy) and Paul Perry, both Class of 2000**, welcomed Gabe Christian into the world on Aug. 27, 2005. He joins older sister, Emma.

**Steve Miller and Andrea (D'Alesandro) Miller, both Class of 2002**, welcomed Lorali Grace into the world on June 14, 2006.

**Hannah (Carter) Jackson, Class of 2004**, and Julian Jackson, welcomed Nevaeh Rae into the world on Aug. 24, 2006.

## Doss works on Transformers movie prior to deployment

By Stephen E. Smith, '77

Only a few short years ago, Frederick (Adam) Doss was a student at Missouri Southern State University with a penchant for The X Files and science fiction movies.

Today he is Capt. Frederick Doss at the 49th Fighter Wing Air Force Base in Holloman, N.M. working with the Basic Expeditionary Airfield Resources (BEAR) Group, 49th Materiel Maintenance Group (MMG).

"Our group is responsible for setting up BEAR assets all over the world," said Doss. "Our assets can turn a landing strip with minimal infrastructure anywhere on earth into a fully operational airbase in a matter of a few days. We have billeting tents, shower/shave and latrine units, kitchens, vehicles, water storage systems, lighting, air conditioning units, and a plethora of other amenities to make it all possible, plus teams of trained experts to set it all up."

The existence of the BEAR group was one of the prime reasons Holloman AFB was selected as the filming site for Michael Bay's Transformers the Movie.

Doss, who graduated from Missouri Southern in 2000 with a degree in Sociology, says the site simulates a deployed location somewhere in the Middle East and is the location of a lot of action in the film.

In the film two alien races, the Autobots and the Decepticons, bring their battle to Earth, leaving the future of humankind hanging in the balance.

Doss' position at the BEAR base led him to work with personnel from Dreamworks, a Big Ten studio headquartered in the United States that develops, produces, and



Fredrick Doss

distributes films, video games, and television programming. He served as one of the key points of contact between the film crew and the Air Force.

While assisting with other aspects of the film he had a conversation with Sally Jackson who worked locations casting for the film.

"I revealed that I had been an acting student at Southern and she asked me to read for a part the next day," said Doss. "I nailed it on the first try and ended up playing a small role in the film opposite Charlie Bodin and Glenn Morshower. Charlie has done several TV shows and Glenn plays Agent Pierce, a regular on the show 24 since the first season. Both actors were a dream to work with."

During his time at Missouri Southern, Capt. Doss had roles in such diverse productions as *One Flew Over the Cuckoo's Nest*, the *Secret Garden*, *Camelot* and *Peter and the Wolf*.

Doss plays a Navy Petty Officer in the film. *Transformers* is directed by Michael Bay and written by Alex Kurtzman and John Rogers.

This month, Capt. Doss had another surprise.

"I discovered I am being deployed to the desert," said Doss. "Joining the Air Force right after 9/11, it has been a goal of mine to go over there and make a difference. I'm very excited though I dread leaving my wife Andrea and beautiful little daughter for so long."

Andrea Doss has a degree in English from Missouri Southern. The couple's daughter, Annabel, is almost 4 years old.

Capt. Doss expects to be in the Middle East for approximately eight months.

*Transformers the Movie* is scheduled for release in 2007.

## Graduate's painting sells at Jacqueline Onassis auction

By Stephen E. Smith, '77

It was two o'clock in the morning. Missouri Southern State University alumnus T. Crowe

(Terry) Semler, a University of Arkansas master's degree student, was having problems with the thesis he was writing.

Earlier in the day Semler had heard one student say to another, "If you google yourself and don't find anything, you're really nothing."

Semler went back to work on the thesis and typed on but, after awhile, he knew he needed a break. Normally he would have worked on one of his many paintings or other artworks to clear his head. But this time, for the first time in his life, Semler went online and typed his own name in the Google internet search engine.

"I hit enter," said Semler, "and immediately up pops an article saying that Sothebys has had a sale of the estate of Jacqueline Kennedy Onassis and it has brought in over \$5 million dollars."

**"The majority of my work is participatory. I give the viewer options on how to view it."**

~T. Crowe Semler

He scrolled down and came across this paragraph from the *New York Times*:

"Mary Lou Boone of San Marino, Calif., was in New York visiting with her daughter and felt impelled to have something from the historic era to pass along. She was happy with a softly abstract 1994 acrylic painting on canvas by T. Crowe Semler, *J-Dream/For Jacqueline*, at \$4,800 (est. \$200/300)."

Semler's artwork comes from his early childhood in Neosho, Mo. It was a simpler time. His babysitter was his grandmother. His family left the doors unlocked all day and all night. Even so, Semler's grandmother knew she needed to keep the adventurous boy occupied.

"She used art to keep me under control as a child," Semler said. "She would put the materials out there and taught me how to entertain myself through painting, drawings and other things."

"Art," Semler said, "is

my passion."

What is Semler's favorite genre?

"Basically we refer to it postmodern neo-expressionism," Semler said, "I like high aesthetic, non-objective art where the title may give the viewer some idea or lead them slightly into a thought process. The majority of my work is participatory. I give the viewer options on how to view it."

Semler often works on multiple canvases at a time.

"Sometimes I have sister projects going at the same time because of the similarity of color pallets," Semler said.

Often, over the years, he has retreated to his studio to work on his paintings simply to clear his head and gain perspective on the world. It was during one such period that the picture sold at the Sotheby's gallery came to life.

"This painting was soft with lots of light yellows, watermelon reds and pastels, with hints of light blue and black—abstract art," Semler said. "I was working on the painting and heard on the radio that Jacqueline Kennedy Onassis was extremely ill. I decided the painting would be called *J-Dream for Jacqueline*. The media gave her address for get well cards. I mailed the painting with a note that said 'I hope this brings you a smile'."

Semler received a computer-generated thank you, which was something he expected.

That acknowledgement was the last he heard of the painting until the sale at the Sotheby's Gallery, over ten years later.

Mary Lou Boone, the woman who bought *J-Dream for Jacqueline*, is a longtime patron of the arts. She and her husband, George Boone, helped create a state-of-the-art orthodontic clinic at the University of Southern California.

Semler received a Bachelor's degree in Criminology from Missouri Southern in 1993. He is also a graduate of Crowder College in Neosho.



T. Crowe Semler

18

## New athletes added to MSSU Hall of Fame

### Courtesy of Sports Information

Five more former Missouri Southern State University student-athletes will enter the Missouri Southern Athletics Hall of Fame in ceremonies planned in conjunction with the Homecoming football game Oct. 14.

Ginger Daniel (Softball), Richard Jordan (Football), Jeff Kilbane (Meritorious), James Thrash (Football/Track & Field) and Debbie Williams (Women's Track & Field) comprise the induction Class of 2006.

The newest class will be present at an alumni banquet Oct. 13 before speaking at the alumni brunch and participating in the Homecoming parade Oct. 14.

Then they'll be introduced, honored and officially inducted into the Hall of Fame at halftime of the Missouri Southern-Missouri Western Homecoming football game during the afternoon of Oct. 14.

Below are short biographies on each of the five to be honored by the Hall of Fame in October:

#### **Ginger Daniel, Softball, 1993-96**

Daniel was a two-time All-America softball player with Missouri Southern and helped the Lions to a 170-47 won-loss record in 1993-96. A two-time All-MIAA player, including a share of the conference's Co-MVP award in 1996, Daniel earned second-team All-America honors in 1995 and was a third-team All-American as a senior in 1996. She was also a first-team Academic All-America selection by the College Sports Information Directors of America in '96 and a two-time Academic All-District performer. Daniel won first-team All-Region honors twice as a Lion and was an Academic All-MIAA student-athlete.

A catcher for Missouri Southern from Broken Arrow, Okla., Daniel continues to hold the Missouri Southern career records for doubles (59) and walks (59). She ranks third all-time in school history with 212 games played and 135 runs scored. She ended her career as a .332 lifetime hitter with 210 hits and 125 RBI.

#### **Richard Jordan, Football, 1993-96**

Jordan was a four-year letter winner and a three-year All-American with the football Lions in 1993-96. He earned All-Mid-America Intercollegiate Athletics Association honors all four years with the Lions, including first-team accolades over his final three seasons. Jordan shared MIAA Defensive Most Valuable Player honors in 1995 and won it outright in 1996. Later in '96, Jordan was named the defensive MVP of the Snow Bowl, an NCAA Division II all-star



Ginger Daniel

game now known as the Cactus Bowl.

The three-time first-team All-Region selection was later chosen by the Detroit Lions in the seventh round of the NFL draft. Jordan, a special teams standout and reserve linebacker, won the Detroit franchise's Chuck Hughes Award as the team's most improved player in 1998. Jordan later signed with the Kansas City Chiefs before an injury forced him from the game.



Richard Jordan

A native of Vian, Okla., he ranks second all-time in Missouri Southern history with 406 career tackles and 20 career sacks. His 136 tackles in 1996 led the team and was the fourth-highest single-season total in Southern history. Jordan had eight sacks in 1995, tied for the second-most in club history.

#### **Jeff Kilbane, Meritorious**

Kilbane is one of the people working behind the scenes with the Missouri Southern Athletics Hall of Fame. Since the Hall was established in 1984, he has been the illustrator for each of the 74 portraits that now grace the lobby area of Robert Ellis Young Gymnasium and the Leggett & Platt Athletic Center.

"What I enjoy most about it is that it allows me to stay in touch with the athletic department and the University itself," said Kilbane, who played quarterback with the football Lions during 1980-84. "It's an honor to be so close with the school and to be included in the Hall of Fame with so many great and deserving athletes."

Kilbane, a Joplin native who now resides in Burbank, Calif., holds a bachelor's degree in art from Missouri Southern. He has been self-employed with his JMK Sculpture business for five years. He previously spent 11 years working for Disney.

Former athletics director Jim Frazier, Kilbane's coach during his playing days with the Lions, first commissioned Kilbane for the Hall of Fame illustrations project. Kilbane works from photographs of the inductee while trying to keep his drawings loose and energetic. Including the construction of his own frames and the matting of the piece, Kilbane estimates each illustration could take up to 20 hours to complete. Kilbane now will have the task of completing his own portrait for the Hall of Fame.

"That's going to be difficult. I've been agonizing over that a little bit," he said. "Portraits are harder for me to do than anything. With this project, it's hard because of where it goes and all of the people that see them hanging in the entry-way."

#### **James Thrash, Football, 1993-96**

Another four-year football letter winner (1993-96), Thrash turned in a banner senior season with a team-leading 44 catches for 694 yards and four touchdowns. He went on to earn first-team All-MIAA honors that season.

A fractured clavicle ended Thrash's 1995 season, a year after he earned the Lions' Most Improved Player Award after an 18-catch, 289-yard campaign in 1994.

Thrash finished his Missouri Southern career with 79 grabs in 30 career games for 1,222 yards and seven receiving touchdowns. He also returned 10 kickoffs for 255 yards as a senior, scoring on a 100-yard return against Missouri-Rolla.

The Wewoka, Okla., native broke into the NFL as an undrafted free agent with the Philadelphia Eagles in 1997. Released prior to training camp by the Eagles, he joined the Washington Redskins in July of that year. He played four seasons with Washington before signing a free agent deal with the Eagles in 2001.

Thrash then rejoined the Redskins in 2004. All told, he has played nine seasons in the NFL and has career totals of 260 receptions for 3,307 yards and 18 touchdowns. He has also returned 120 kickoffs for 2,756 yards.

Thrash was also a track star during his time at Southern. He earned All-America honors in the 200-meter dash and won MIAA titles in the 100- and 200-meter dashes.

#### **Debbie Williams, Women's Track & Field, 1990-93**

Williams earned a pair of All-America honors and was a five-time MIAA champion during her stint at Missouri Southern. In 1991, Williams won conference outdoor championships in both the 800 and 1500 meters and qualified for the national meet in the 800. She was the MIAA indoor champion in 1992 in the 400 and went on to finish eighth, for All-America recognition, in the same event indoors.

In the 1993 outdoor season, Williams won the league title in the 800 and as part of the 4x400-meter relay. Williams closed out her career in 1993 with a fifth-place outdoor national finish in the 800-meter run.

Williams still has her name on several Missouri Southern records, including outdoor marks in the 400 (55.52 seconds), 800 (2:10.20) and as part of the 4x400-meter relay (3:51.25). Indoors, she holds Southern records in the 440-yard dash (59.32) and in the 880-yard run (2:19.44).

The Missouri Southern Athletics Hall of Fame was established to pay tribute, to give deserved recognition and to enhance school tradition by honoring former athletic letter winners and/or coaches who have shown distinctive, unique or exceptional ability while on campus of the school

or since graduation. The honorees must be graduates of Missouri Southern and there must have been a lapse of at least 10 years since the individual last participated in athletics at Southern.

With the addition of the 2006 class, the MSSU Athletics Hall of Fame now includes 79 members and two teams.

## **Coach Corn inducted**

#### **By Wendell Redden**

**R**obert Corn, men's head basketball coach and associate athletic director at Missouri Southern State University, has been named to the Illinois Basketball Coaches Hall of Fame as a player. Corn was a member of the outstanding prep program headed by Coach Rich Herrin at Benton, Ill.

"I played varsity basketball for Coach Herrin for three years," Corn recalled. "Illinois went to a two-class system during the 1970s and we were one of the smallest schools in the large school division. We reached the quarter-finals of the state tournament my sophomore year. Coach

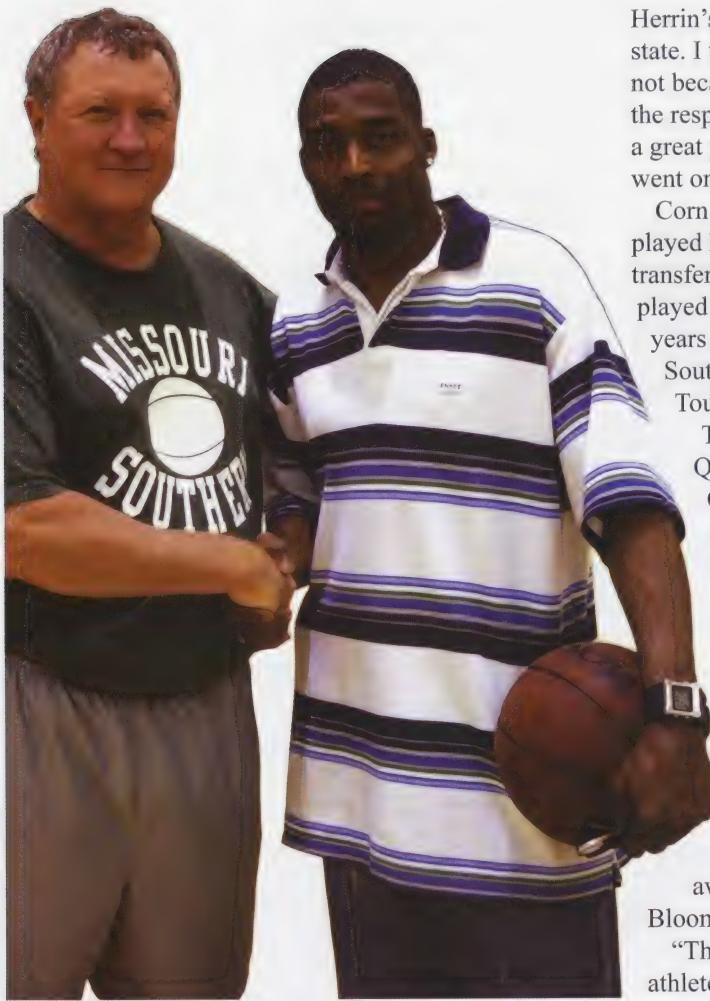


James Thrash



Debbie Williams





Robert Corn, men's head basketball coach and assistant athletic director, stands with former Lion football standout Rod Smith. Smith, a wide receiver with the Denver Broncos, visited Southern in October.

Herrin's program was one of the most respected in the state. I think that's why I was selected for this honor, not because of what I accomplished, but because of the respect other coaches had for our program. We had a great program and we had some great players who went on to play college basketball."

Corn received a scholarship from Memphis State and played his freshman and sophomore years there before transferring to Missouri Southern. Memphis State played in the National Invitation Tournament the two years Corn was there. He was a member of Missouri Southern's team that advanced to the NAIA National Tournament in Kansas City his senior year (1978).

The Lions finished 27-9 that year, losing to Quincy College 73-66 in the quarterfinals.

Corn was an assistant coach at University of Alabama-Birmingham under Gene Bartow before returning to Missouri Southern to take over the head coaching duties in 1989.

In seventeen years at the MSSU helm, Corn's teams have won 264 games and lost 218. His 1999-2000 squad finished 30-3 and reached the semifinals of the NCAA Division II national tournament. Six of his teams have won at least 20 games.

Corn was among "40-50" players, coaches and friends of basketball honored during the awards banquet at Illinois State University in Bloomington on Saturday, April 29.

"This was one of the best honors I've received as an athlete," Corn said. "It's very humbling to be included among the great players who have been inducted. The awards program was first-class. They recognized past inductees who were in attendance and presented plaques to all of this year's inductees."

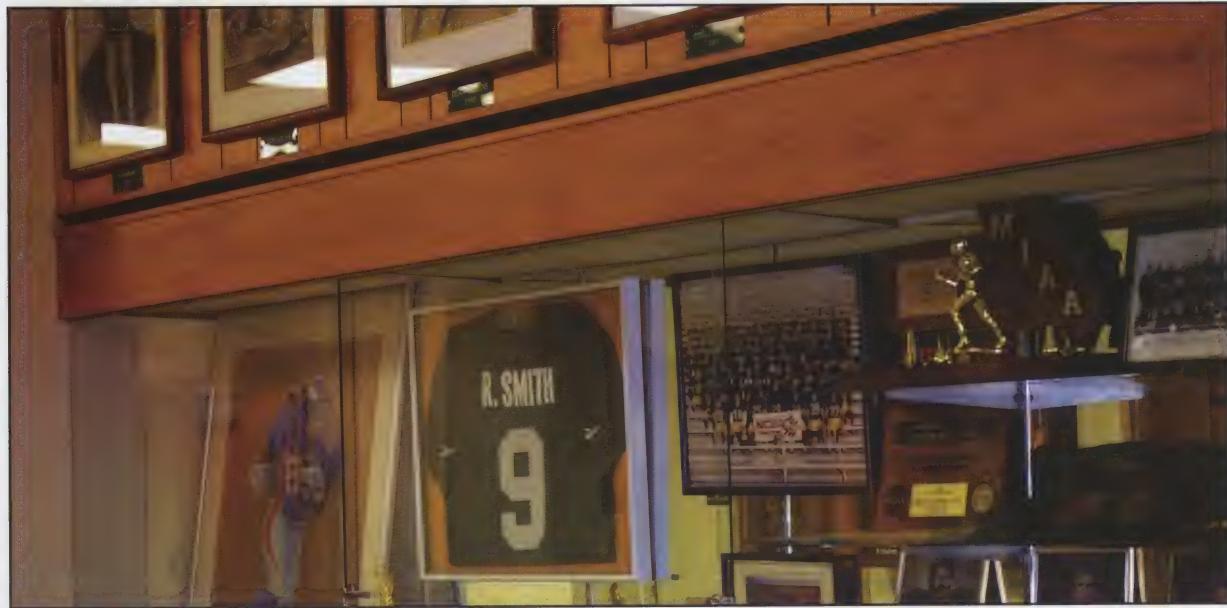


Photo by T.R. Hanahan

Rod Smith's retired Missouri Southern jersey hangs in the trophy case at the Leggett & Platt Athletic Center. Smith is a member of the Southern Athletics Hall of Fame.

Corn and wife, Cindy, are the parents of two sons, Rob, 20, and Scott Michael, 13.

## White, Seitzer, Macfarlane to teach at baseball clinic

### Courtesy of Sports Information

Former Kansas City Royals Frank White, Kevin Seitzer and Mike Macfarlane will be featured speakers during the Missouri Southern State University Baseball Coaches Clinic Saturday, Dec. 9, in Young Gymnasium on the Missouri Southern campus.

Warren Turner, head coach of the Missouri Southern Lions, and Steve Luebber, former major league pitcher and currently a minor league pitching coach in the Royals' organization, will also speak during the day-long program.

The clinic is open to coaches and players, with registration starting at 8 a.m. Turner will kick off the speaking program at 9 a.m. with a report on "Managing College and Amateur Players." Turner, who has 843 coaching wins and is a member of the NAIA Hall of Fame, has 42 years experience in coaching.

White, an eight-time gold glove award winner in the American League, will speak on "Infield Fundamentals" at 9:30 a.m. White, who played with the Royals for 18 seasons and was an American League all-star five times, will stress set-up, feet and hand drills.

"Hitting Fundamentals" (stance, grips, trigger, direction) will be the topic for Seitzer, who compiled a lifetime .295 batting average with the Royals, Oakland Athletics, Milwaukee Brewers and Cleveland Indians. Seitzer will speak from 10:15 a.m. to 11 a.m.

Macfarlane, who caught with the Royals, Oakland Athletics and Boston Red Sox from 1987 through 1999, will speak on "Catching Fundamentals" from 11 a.m. to 11:45 and will stress stance, throwing and receiving. A defensive standout behind the plate, Macfarlane posted a .992 fielding percentage in more than 1,050 major league games.

Luebber, who pitched with the Minnesota Twins, Baltimore Orioles and Toronto Blue Jays, will speak on "Pitching and Mechanics" from 11:45 a.m. to 12:15 p.m. Luebber, who assists Turner at Missouri Southern as a volunteer coach during the off-season, has a combined 40 years experience in professional baseball as a player and coach. He won 151 games during his pro career and has been a pitching coach the last 23 years.

Following a break for lunch, White, Seitzer, Macfarlane and Luebber will offer an analysis of their areas of expertise during the afternoon session. The clinic will conclude with a question-and-answer

session at 3:45 p.m.

Registration fees for coaches and players (age 14 and up) will be \$75 in advance or \$85 at the door. Team rates are available by calling (417) 629-6365 or (417) 437-1146.



Photo by Hallie Hocker

The Missouri Southern men's cross country squad placed five runners in the top 20 at the MIAA Championships Oct. 21.

## Cross country teams sweep MIAA Championships

### Courtesy of Sports Information

The Missouri Southern cross country teams became just the third program in MIAA history to complete a sweep of the MIAA Championships as both men and women won the 2006 titles Oct. 21 in Bolivar. This is the sixth time in the last seven years the men have won the MIAA, while the women tasted victory for the first time since 1998.

Southeast Missouri State University swept the titles from 1984 through 1990 and the University of Central Missouri has done it twice, once in 1999 and again in 2004.

The men placed five runners in the top 20, led by a third-place finish from Dustin Dixon who ran the 8k course in a time of 24:53.07. Also winning All-MIAA honors for the Lions were Bret Musser, Ryan Arthur and Kyle Davis who finished 8th, 9th and 10th. Freshman Brennan Benkert finished 17th with a time of 25:34, while Isaac Garcia (26:04) and Ricky Armstrong (26:06) finished 27th and 32nd. Nick Heberle was 37th with a time of 26:24 and Anthony Reed was 53rd with a time of 27:04.



Photo by Hallie Hocker

The Missouri Southern women's cross country squad brought home the 2006 MIAA Championship Oct. 21 in Bolivar.

Southwest Baptist finished 23 points behind the Lions for second place. Central Missouri, Fort Hays State University and Northwest Missouri State University rounded out the top five for the men.

Freshman Kimi Shank and sophomore Alison Walker finished 7th and 8th and helped the women to the team title, also claiming All-MIAA honors for themselves. The Lions had four finish in the top 15 as Kara Eckard was 13th with a time of 22:26 and Courtney Waltbillig was 15th at 22:37. Ashley Bunch finished 24th at 22:59 and Krista Merrill was 29th at 23:12. Kari Fritchie, Ashley Hendrix, Kelly O'Toole and Abbey Addams finished 37th, 42nd, 43rd and 46th, respectively.

Southwest Baptist finished nine points behind the Lions' winning effort. Pittsburg State University, UCM and Fort Hays State round out the top five for the women.

## Women's soccer advances to Nationals

**Courtesy of Sports Information**

For the first time in school history, the Missouri Southern Lions advanced to the women's soccer NCAA Division II National Tournament as the No. 3 seed in the Central Region.

"We're extremely excited to advance to the NCAA Division II Tournament and represent Missouri Southern and the entire Joplin community in the postseason," said Missouri Southern head coach Trevor Wachsman. "We've worked hard for this opportunity and we're going to go up there and hopefully play our best and whatever happens will continue to serve as building blocks for our program."

Advancing to the 32-team National Tournament puts an exclamation point on an already terrific season for the Lions. This year, the Lions tied a school record for victories by finishing 11-4-4 overall and achieved their

highest-ever conference finish by finishing all alone in second place in the MIAA with a 9-1-3 conference mark.

For Southern, the tournament's first-round game will be a rematch of two earlier contests in the season against MIAA foe Washburn, with the last meeting taking place Oct. 29 with the MIAA championship at stake. The Lady Blues won 2-1 and captured the conference championship in Topeka, Kan. The Lions won the first meeting of the season 1-0 on the strength of a game-winning goal by Nikki Llewellyn with just five seconds remaining in the first overtime period.

The No. 21-ranked Lions tied the University of Central Missouri in both matches this season, while falling at University of Nebraska-Omaha 5-0 earlier this season.

Offensively, the Lions have been led by Llewellyn's team high in goals (6) and assists (5). Llewellyn earned MIAA Freshman of the Year honors last year by leading the club with 14 scores.

The Lions also have received immediate impact from freshman Jessica Harthcock, who has tallied three goals this season, with each goal being a game-winner for Southern.

Reigning MIAA Most Valuable Player Kaney Tyler has been solid in the net once again for the Lions by posting nine shutouts, which tied for first in the MIAA, along with 106 saves and an 0.84 goals-against-average.



Photo by Mitsumasa Misaki

For the first time in Missouri Southern history, the women's soccer team will advance to the 32-team national tournament.

# Remembering alumni, faculty and staff

**Missouri Southern State University honors those alumni who have recently passed away. Please contact us at (417) 625-9355 or e-mail [AlumniAssoc@mssu.edu](mailto:AlumniAssoc@mssu.edu) for any additions to the next issue.**

*As of Oct. 1, 2006:*

**James R. Baysinger, Class of 1941**, died Aug. 22, 2006.

**John Thomas Bickett, Class of 1982**, died July 25, 2006.

**Anna Marie Bowerman, Class of 1980**, died Feb. 1, 2006.

**Betty Dooley Bowman, Class of 1979**, a retired teacher at Missouri Southern, passed away Aug. 19, 2006. Grave side memorial services were held at Ozark Memorial Park Cemetery. Bowman taught elementary students in area school districts for 30 years. She then came to Missouri Southern to evaluate student teachers in the region and teach classes in the Teacher Education Department.

**Eva C. DeGraff, Class of 1944**, died June 27, 2006.

**Robert Dunham, Class of 1940**, died Aug. 2002.

**Jo Ann Fry, Staff**, resided in Seneca. She was a Custodial Day Supervisor at Missouri Southern, and passed away on July 18, 2006, after a long illness. Jo Ann was honored as a Superior Service Award winner in 1999.

**Jack Monroe Hadley, Alumni Joplin Junior College**, died July 23, 2006.

**Richard Leslie, Class of 1978**, died Aug. 19, 2006.

**Catherine Lieberman, Class of 1941**, died Aug. 8, 2006.

**J.W. "Bill" McAllister, Alumni Joplin Junior College**, died June 26, 2006.

**James Maupin, Faculty**, died Jan. 22, 2006, in Joplin. He retired from Missouri Southern in 1992 after

spending 37 years as an employee, originally teaching in the Biology Department. Maupin, born in Washington, Mo., was a World War II Army veteran and recipient of several awards including the Purple Heart, Silver Star and Bronze Star. He was an avid hunter and outdoors man.

"He was one of the people who helped to develop the four year degree programs for the school of technology," President Julio León, reportedly said, adding, "He made tremendous contributions to the institution."

Maupin is survived by his wife, Colene. Memorial services were held at Parker Mortuary Chapel in Joplin. He was laid to rest in the Arlington National Cemetery.

**Eugene Mense, Alumni Joplin Junior College**, died May 1, 2006.

**Grace Mitchell, Alumni Joplin Junior College**, died July 12, 2006. Missouri Southern Professor Emeritus Grace Clayton Mitchell was born Oct. 26, 1920, in Durham, N.C. She graduated from Roxboro, N.C., High School in 1938, Greensboro College in N.C. in 1942, with a bachelor of arts degree, and Pennsylvania State University in 1994, with a master of arts degree.

Mitchell first started teaching at the former Joplin Junior College in 1946. She resumed her career in 1958, teaching English, speech and drama and children's literature.

In 1978, she was appointed to the Ad Hoc Advisory Committee on Children's Literature for the State Department of Elementary and Secondary Education. In 1979, the Business and Professional Women Club selected Grace as the Woman of Achievement in Education.

In 1980, students and alumni named her the recipient of the Outstanding Teacher of a Freshman Class award. The Missouri Southern Board of Regents, in Aug. of 1993, approved a recommendation to name all the student dormitories and apartment buildings in honor of faculty members of the old junior college. Mitchell Hall was dedicated in 1995.

Mitchell was a member of First United Methodist Church and Delta Kappa Gamma.

**Marjorie Parker Mosiman, Class of 1941**, died May 13, 2006.

**Eugene C. Mouser, Jr., Faculty**,

Mouser was a retired registrar, professor and counselor at Missouri Southern.

He taught instrumental and vocal music at Drumright while attending Oklahoma State in advanced studies, where he obtained certification in student counseling.

In 1966, Mouser and his family moved to Stillwater. There he worked at Oklahoma State and pursued a doctorate in education.

In 1970, they moved to Joplin where Mouser accepted a position at Missouri Southern, as a psychology faculty member and director of counseling. He earned a doctor of education degree at OSU in 1972.

While at Missouri Southern, Mouser was director of counseling and testing from 1970 to 1988. In 1988, he was appointed to the position of registrar and served in that capacity until retirement in 1997.

"He was one of the individuals and involved in the development early in the college's life as a four-year institution," MSSU President Julio León reportedly said, adding, "He helped shape the institution to what it is today and he did it in direct contact with the students."

Mouser is survived by his wife La Vaughn.

**Tom Murray, Class of 1966**, died Aug. 5, 2006.

**Patricia Ann Patchin, Class of 1946**, died March 12, 2006.

**Rosemary Seneker, Class of 1980**, died Aug. 10, 2006.

**Michael Alan Siskowski, Class of 1967 & 1969**, died Aug. 31, 2006.

**Terry L. Walker, Class of 1989**, died Sept. 2, 2006.

**Susan D. Washington, Class of 2002**, died Aug. 20, 2006.

**Arnold Workizer, Class of 1948**, died July 27, 2006.

**Leo John Wright, Faculty**, died June 3, 2006. He was a former professor at Missouri Southern.

# MSSU



## Missouri Southern Foundation Annual Report

### STRATEGIC PLAN

In September of 2005, the Board of Directors of the Foundation adopted a revised 5-year strategic plan to help guide the operations of the Foundation. There are two major objectives around which the plan is built.

1. Continue to work with the Capital Campaign Steering Committee to complete Phase II of the "Building a University for the 21st Century" campaign.
2. Earn a minimum of 5% over inflation on the Foundation investments, while reviewing investment managers' performance against industry benchmarks and evaluating asset allocations on a quarterly basis.
3. Administer expenditures of unrestricted funds according to the following priorities:
  - a. Operating expenses
  - b. Previous Commitment (including the amount needed to protect the principal of endowment funds)
  - c. Faculty and Departmental Support
  - d. Capital projects
  - e. Scholarships
4. Obtain the most efficient use of administrative and fundraising resources by reviewing costs vs. funds raised and evaluating these as compared to similar institutions.
5. Increase total gifts from contributions

(excluding estate gifts) by 10% annually based on figures compounded from June 30, 2001 (\$510,000 base figure). In regard to our first goal, at its March 2005 meeting, the Board of Directors voted to enter into Phase II of the "Building a University for the 21<sup>st</sup> Century" campaign. Phase II has an increased goal of \$9.35 million, to be raised by June 30, 2008. As of June 30, 2006, \$9,118,652 had been pledged to the campaign.

This amount includes two pledges in the seven figure range, which were made this year. However, one of the gifts was finalized in July and will appear on next year's financial statements. These gifts represent the two largest non-estate gifts ever received by the Foundation.

Under the second goal, the Executive Director has developed a standard reporting form for both money managers to use, which is distributed at each quarterly meeting. This form shows the rate of return on investments and the equity and fixed income indices.

We use the national CPI figures to measure inflation. For FY 2006 we had a combined return on investments of 8.6%. Based on national benchmarks, a balanced portfolio should have achieved a 4.9% return. While the rate of return exceeded the indices, it was slightly below our goal in regards to inflation. The return was 4.8% more than the annual inflation rate.

Regarding the third goal, 88% of unrestricted expenditures were spent on operating expenses and the Leggett and Platt Athletic Center previous commitment.

In order to address the fourth goal, we compared ourselves to our "sister" institution in Missouri.

According to the most recent IRS information, they raised \$165,000 per staff member, while we raised \$228,000 per staff member. Our administrative and fund-raising costs were only 17% of total expenditures.

In regards to the fifth goal, contributions for FY 2006 represented the best year for giving in the history of the Foundation records. Total contributions for the year were 205% of our goal. Over the past five years, our cumulative percent of goal is 148%.

The second major objective is to effectively market the Missouri Southern Foundation within the region. This second objective has 4 goals we expect to accomplish by 2010:

1. Enhance relations with area estate

planning professionals.

2. Maintain a good working relationship with the Missouri Southern Alumni Association.
3. Enhance donor communications and relations.
4. Maintain an active planned giving program.

We have made good progress on all the goals established under this objective. In addition to offering an annual estate-planning seminar for professionals, we hosted four seminars in the Joplin/Carthage area regarding Income Tax Reduction and Estate Tax Elimination. These seminars were attended by approximately 50 guests.

Both the Executive Director and the Director for Major Gifts and Planned Giving continue to hold memberships and serve on the boards of directors for the Southwest Missouri Estate Planning Council and the Planned Giving Council of the Four-States.

In regards to the second goal, we continue to work with the Alumni Association to develop a more comprehensive and accurate database, which will be used to further establish contacts with potential donors. This effort will culminate with the implementation of a new administrative software system in the spring of 2007.

A representative of the Alumni Association is currently attending the Foundation's quarterly meetings to facilitate communication between the two entities. We also have partnered with the association to raise funds for the remodeling of the "Old Mansion." When complete, the remodeled facility will be used for alumni "get-togethers," as well as providing office space for the alumni staff.

In an effort that spans both goals 2 to 3 above, we are working with the Alumni Association and the University to begin a quarterly magazine to send to our friends and alums this coming year. This annual report was the first step in providing regular donor communication. The magazine should provide an important second step towards achieving enhanced communication. We also continue to mail a year-end/planned giving letter each fall semester.

Lastly, the Legacy Club, referred to later, has greatly raised the awareness of our planned giving program. We have prepared a brochure, which describes the ways to join the club. This brochure is distributed at seminars and in the year-end/planned giving letter, as well as, to local estate-planning professions.



This flag dedication ceremony was held on Sept. 11, 2002.

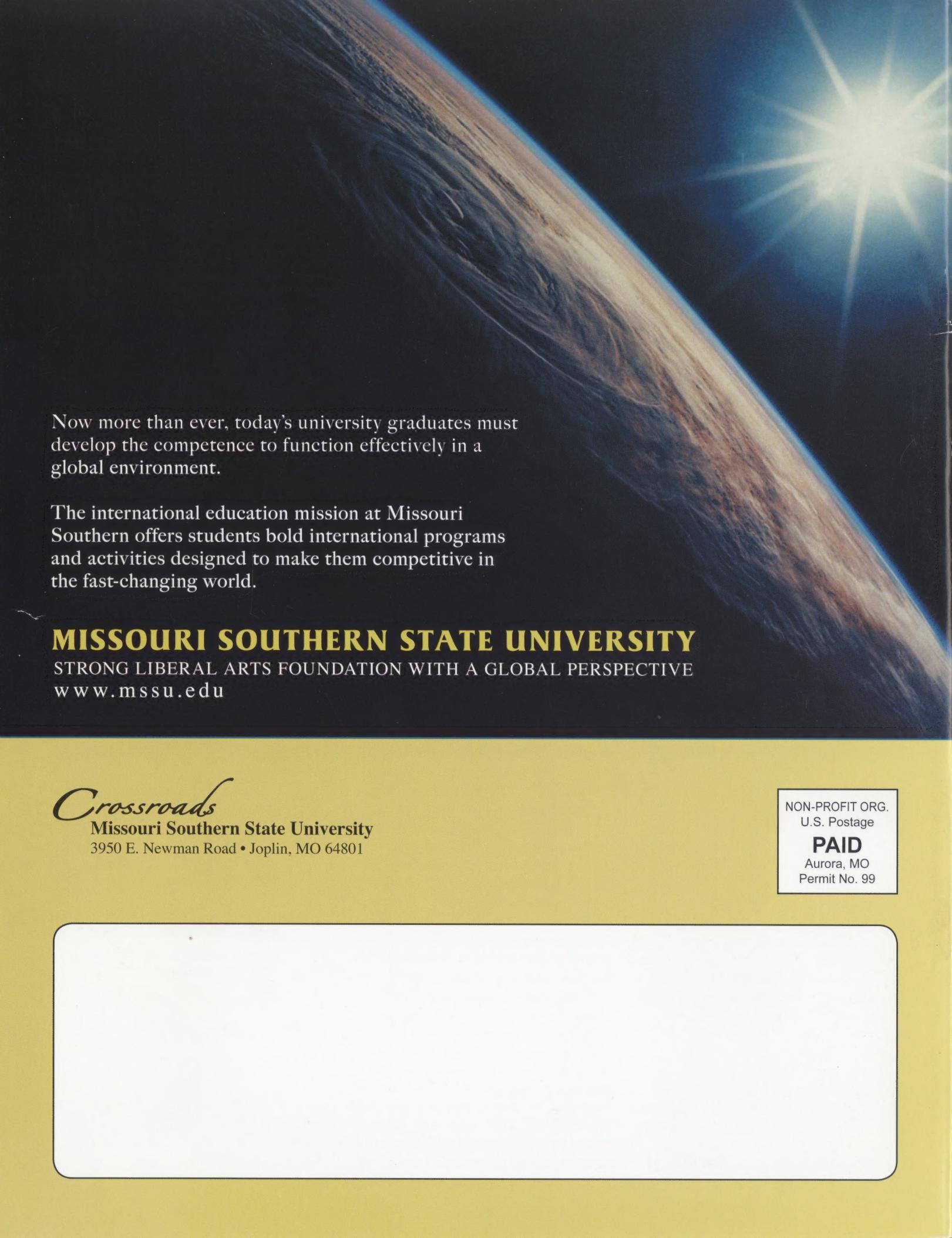


The flags by Webster Hall represent the current international students enrolled.



Students overflow onto the outdoor campus whenever weather permits.





Now more than ever, today's university graduates must develop the competence to function effectively in a global environment.

The international education mission at Missouri Southern offers students bold international programs and activities designed to make them competitive in the fast-changing world.

## **MISSOURI SOUTHERN STATE UNIVERSITY**

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